



**PAID POLITICAL
BROADCAST AVAIL REQUEST**

TO:	Matt Oestrich	Station	WFLA
FROM:	Meghan McGarr	HRP OFFICE:	Washington, DC

REQUEST RECEIVED FROM

DATE: 8/24/12

BUYER:	Katie Kleumann
AGENCY:	Waterfront Strategies
ADDRESS:	1010 Wisconsin Ave, NW Suite 800 Washington DC, 20007
PHONE #:	202-338-8700
FAX #:	202-338-0864
OTHER:	

AVAILS FOR

COMMITTEE:	Majority Pac
CHAIRPERSON:	Rebecca Lambe
TREASURER:	
ADDRESS:	700 13 th St NW Suite 600 Washington DC 20005
PHONE #:	202-550-6068
FAX #:	
OTHER:	http://www.majority2012.com/

FOR

CANDIDATE:	Issue
OFFICE:	Issue
PARTY:	Democrat

DAYPARTS:	All
SCHEDULE DATES:	As Ordered
COMMERICAL LENGTH:	:30
PROGRAMS:	All
PLEASE ADVISE IF THERE ARE RESTRICTIONS ON ANY OF THE ABOVE	

REP HEADLINE# 6293831 TRF# E:120823
 \$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!
 ORDER WORKSHEET HARRIS REPORT FROM REP AUG24/12 11.35
 CHANGES ** WFLA-TV ***

ADV # ADV. NAME ISS/SENATE MAJORITY PAC REP. # OFF. # SALESMAN #
 AGY # AGY. NAME WATERFRONT STRATEGIES BUYER NAME KATIE KEULEMAN

3050 K ST NW, SALES PRSN WA- MEGHAN MCGARR (H)
 WASHINGTON, DC 20007

ORDER # CONTRACT # 6293831 CLASS: NATL. LOCAL REGIONAL

PRDCT SENATE MAJORITY PAC EST#1661 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES AUG23/12 AUG31/12 WK-2

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE AUG24/12 11.35

REP: REVISIONS
 CUT SPOTS LINES 1-3, 5, 6, 10-15, 18, 20, AND 27
 ADDED SPOTS TO LINES 30-32, 34, 35, 39-43, 46, AND 48
 MG ON LINES 51-53
 SAME TOTAL
 PLEASE CONFIRM
 THANKS SHOSHANA FOR MEGHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
 SENATE MAJORITY PAC

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE = 94 AGENCY EST# = 1661
 AGENCY PRODUCT CODE = 100

1	S		100P-200P	30		\$425.00	8/23	8/24	1		TH-F	1
PROGRAM : DAYS OF OUR LIVES												
CON COM1: DAYS OF OUR LIVES												
2	S		1000A-1030A	30		\$300.00	8/23	8/24	1		TH-F	1
PROGRAM : NEWS 10A												
CON COM1: NEWS 10A												

Handwritten signature/initials

AUG24/12 11.35
*** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
3	S		1135P-1237A	30		\$800.00	8/23	8/24	1		TH-F	1
PROGRAM : THE TONIGHT SHOW												
CON COM1: THE TONIGHT SHOW												
5	S		1237A-136A	30		\$350.00	8/23	8/24	1		TH-F	1
PROGRAM : LT NITE W/JIMMY FALLON												
CON COM1: LT NITE W/JIMMY FALLON												
6	S		1200N-100P	30		\$275.00	8/23	8/24	1		TH-F	1
PROGRAM : TODAY SHOW 3												
CON COM1: TODAY SHOW 3												
10	S		430A-459A	30		\$65.00	8/23	8/24	0		TH-F	0
PROGRAM : NC 8 TODAY AT 430A												
CON COM1: NC 8 TODAY AT 430A												
11	S		500A-530A	30		\$300.00	8/23	8/24	1		TH-F	1
PROGRAM : NEWSCHANNEL 8 TODAY												
CON COM1: NEWSCHANNEL 8 TODAY												
12	S		500P-530P	30		\$850.00	8/23	8/24	1		TH-F	1
PROGRAM : NEWS CHANNEL 8 5P												
CON COM1: NEWS CHANNEL 8 5P												
13	S		530A-600A	30		\$500.00	8/23	8/24	1		TH-F	1
PROGRAM : NEWSCHANNEL 8 TODAY												
CON COM1: NEWSCHANNEL 8 TODAY												
14	S		530P-600P	30		\$850.00	8/23	8/24	1		TH-F	1
PROGRAM : NEWS CHANNEL 8 530P												
CON COM1: NEWS CHANNEL 8 530P												
15	S		600P-630P	30		\$2,000.00	8/23	8/24	1		TH-F	1
PROGRAM : NEWS CHANNEL 8												
CON COM1: NEWS CHANNEL 8												

FAX# 703-516-9680
CREDIT RISK !!!
HARRIS REPORT FROM REP AUG24/12 11.35
CHANGES *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
18	S		700P-730P	30		\$2,000.00	8/23	8/24	1		TH-F	1
PROGRAM : NEWS 7P												
CON COM1: NEWS 7P												
20	S		900A-1000A	30		\$650.00	8/23	8/24	1		TH-F	1
PROGRAM : TODAY SHOW 2												
CON COM1: TODAY SHOW 2												
27	S		1000P-1100P	30		\$3,800.00	8/30	8/30	0		THU	0
PROGRAM : ROCK CENTER												
CON COM1: ROCK CENTER												
30	S		100P-200P	30		\$425.00	8/27	8/31	4		M-F	4
PROGRAM : DAYS OF OUR LIVES												
CON COM1: DAYS OF OUR LIVES												
31	S		1000A-1030A	30		\$300.00	8/27	8/31	4		M-F	4
PROGRAM : NEWS 10A												
CON COM1: NEWS 10A												
32	S		1135P-1237A	30		\$800.00	8/27	8/31	4		M-F	4
PROGRAM : THE TONIGHT SHOW												
CON COM1: THE TONIGHT SHOW												
34	S		1237A-136A	30		\$350.00	8/27	8/31	4		M-F	4
PROGRAM : LT NITE W/JIMMY FALLON												
CON COM1: LT NITE W/JIMMY FALLON												
35	S		1200N-100P	30		\$275.00	8/27	8/31	5		M-F	5
PROGRAM : TODAY SHOW 3												
CON COM1: TODAY SHOW 3												
39	S		430A-459A	30		\$65.00	8/27	8/31	6		M-F	6
PROGRAM : NC 8 TODAY AT 430A												
CON COM1: NC 8 TODAY AT 430A												

FAX# 703-516-9680
CREDIT RISK !!
HARRIS REPORT FROM REP
CHANGES
AUG24/12 11.35
*** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
40	S		500A-530A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	30		\$300.00	8/27	8/31	4		M-F	4
41	S		500P-530P PROGRAM : NEWS CHANNEL 8 5P CON COM1: NEWS CHANNEL 8 5P	30		\$850.00	8/27	8/31	4		M-F	4
42	S		530P-600P PROGRAM : NEWS CHANNEL 8 530P CON COM1: NEWS CHANNEL 8 530P	30		\$850.00	8/27	8/31	5		M-F	5
43	S		600P-630P PROGRAM : NEWS CHANNEL8 CON COM1: NEWS CHANNEL8	30		\$2,000.00	8/27	8/31	5		M-F	5
46	S		700P-730P PROGRAM : NEWS 7P CON COM1: NEWS 7P	30		\$2,000.00	8/27	8/31	5		M-F	5
48	S		900A-1000A PROGRAM : TODAY SHOW 2 CON COM1: TODAY SHOW 2	30		\$650.00	8/27	8/31	5		M-F	5
51	A		1000A-1100A PROGRAM : MEET PRESS CON COM1: MEET PRESS	30		\$2,800.00	8/26	8/26	1		SUN	1
52	A		600A-700A PROGRAM : AM NEWS CON COM1: AM NEWS	30		\$1,000.00	8/27	8/31	1		M-F	1
53	A		530A-600A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	30		\$500.00	8/27	8/31	1		M-F	1

REP HEADLINE# 6293831 TRF# E:120823
 \$\$\$ MOD# 0 : UNAPPROVED REV #1 \$\$\$

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 CHANGES *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
AUG/12			30225.00	SEP/12		94165.00						
CONTRACT TOTAL												124390.00
TOTAL SPOTS												115

MARKET TOTALS \$607,640 WFLA 20% WFTS 18% WTSP 27% WTVT 29% WTOG 1% WTTA 1% WMOR 0%
 WMOX 0% WXPX 0% WWSB 4% CABL 0%

SHARES ACCURATE

SVC- NSI BOOKS- AUG/PJ
 DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

Waterfront Strategies
1010 Wisconsin Ave, NW
Suite 800
Washington DC 20007

Majority Pac/ Issue
Submission Number 752 Issue 2



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Majority Pac/ Issue	Submission Cost:	124390	Campaign Ref:	E:120823009
Buyer:	...	Client/Product/Estimate:	94 /100 /1661	Sales Rep:	HRP Washington, DC
Schedule Dates:	08/20/12 to 09/02/12	Weeks:	2	Order Ref:	06293831
Est./PO Number:	06293831	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Senate Majority Pac/ Issue	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	08/20	08/27	Total	Cost
1	M-F 1p Days Of Our Lives ...F..	03	425	30 Comme	Nbr of Spots	1	1	425
2	M-F 10a News ...F..	01	300	30 Comme	Nbr of Spots	1	1	300
3	M-F 1135p ET / 1035p CT Tonight Show ...F..	03	800	30 Comme	Nbr of Spots	1	1	800
4	M-F 11a Daytime ...F..	02	225	30 Comme	Nbr of Spots	1	1	225
5	M-F 1237a ET / 1137p CT Late Night ...F..	02	350	30 Comme	Nbr of Spots	1	1	350
6	M-F 12p Today Show III ...F..	02	275	30 Comme	Nbr of Spots	1	1	275
7	M-F 2p Rachael Ray ...F..	03	250	30 Comme	Nbr of Spots	2	2	500
8	M-F 3p Doctors ...F..	04	425	30 Comme	Nbr of Spots	2	2	850
9	M-F 4p Dr Oz ...F..	03	650	30 Comme	Nbr of Spots	2	2	1300
Weekly Totals: Total Spots(Ord Spots)					34	81	115	

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Schedule Dates:	08/20/12 to 09/02/12	Weeks:	2	Order Ref:	06293831
Est./PO Number:	06293831	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	08/20	08/27	Total	Cost
10	M-F 5a News ...F..	01	300	30 Comme	Nbr of Spots 1		1	300
11	M-F 5p News ...F..	04	850	30 Comme	Nbr of Spots 1		1	850
12	M-F 530a News ...F..	01	500	30 Comme	Nbr of Spots 1		1	500
13	M-F 530p News ...F..	04	850	30 Comme	Nbr of Spots 1		1	850
14	M-F 6p News ...F..	02	2000	30 Comme	Nbr of Spots 1		1	2000
15	M-F 6a News ...F..	03	850	30 Comme	Nbr of Spots 2		2	1700
16	M-F 630p ET / 530p CT NBC Nightly News ...F..	02	3500	30 Comme	Nbr of Spots 1		1	3500
17	M-F 7p News ...F..	01	2000	30 Comme	Nbr of Spots 1		1	2000
18	M-F 7a Today Show ...F..	02	1400	30 Comme	Nbr of Spots 2		2	2800
19	M-F 9a Today Show II ...F..	03	650	30 Comme	Nbr of Spots 1		1	650
Weekly Totals: Total Spots(Ord Spots)					34	81	115	

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Buyer: ..	Client/Product/Estimate: 94 /100 /1661	Sales Rep: HRP Washington, DC
Schedule Dates: 08/20/12 to 09/02/12	Weeks: 2	Order Ref: 06293831
Est./PO Number: 06293831	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	08/20	08/27	Total	Cost
20	Sat 6p NewsS.	03	800	30 Comme	Nbr of Spots	1	1	800
21	Sat 9a NewsS.	02	475	30 Comme	Nbr of Spots	1	1	475
22	Sun 12p NewsS	02	200	30 Comme	Nbr of Spots	1	1	200
23	Sun 8a Today ShowS	02	700	30 Comme	Nbr of Spots	1	1	700
24	Sun 9a NewsS	02	475	30 Comme	Nbr of Spots	1	1	475
25	M-Su 11p NewsFSS	02	1800	30 Comme	Nbr of Spots	2	2	3600
26	Tue 8-10p ET / 7p CT Americas Got Talent ..T....	01	15000	30 Comme	Nbr of Spots	1	1	15000
27	Wed 9p ET / 8p CT Americas Got Talent ...W....	02	15000	30 Comme	Nbr of Spots	1	1	15000
28	M-F 1p Days Of Our Lives MTWTF..	03	425	30 Comme	Nbr of Spots	4	4	1700
29	M-F 10a News MTWTF..	01	300	30 Comme	Nbr of Spots	4	4	1200
	M-F 1135p ET / 1035p CT Tonight							
Weekly Totals:					Total Spots(Ord Spots)	34	81	115

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Submission Number 752 Issue 2



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Schedule Dates:	08/20/12 to 09/02/12	Weeks:	2	Order Ref:	06293831
Est./PO Number:	06293831	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	08/20	08/27	Total	Cost
30	SHOW MTWTF..	03	800	30 Comme	Nbr of Spots	4	4	3200
31	M-F 11a Daytime MTWTF..	02	225	30 Comme	Nbr of Spots	2	2	450
32	M-F 1237a ET / 1137p CT Late Night MTWTF..	02	360	30 Comme	Nbr of Spots	4	4	1400
33	M-F 12p Today Show III MTWTF..	02	275	30 Comme	Nbr of Spots	5	5	1375
34	M-F 2p Rachael Ray MTWTF..	03	250	30 Comme	Nbr of Spots	4	4	1000
35	M-F 3p Doctors MTWTF..	04	425	30 Comme	Nbr of Spots	4	4	1700
36	M-F 4p Dr Oz MTWTF..	03	660	30 Comme	Nbr of Spots	4	4	2600
37	M-Th, Su 430a NewsS	02	65	30 Comme	Nbr of Spots	1	1	65
38	M-Th, Su 430a News MTWTF..	02	65	30 Comme	Nbr of Spots	5	5	325
39	M-F 5a News MTWTF..	01	300	30 Comme	Nbr of Spots	4	4	1200
40	M-F 5p News MTWTF..	04	850	30 Comme	Nbr of Spots	4	4	3400
Weekly Totals: Total Spots(Ord Spots)					34	81	115	

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Majority Pac/ Issue
 Submission Number 752 Issue 2



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PHONE (813) 228-8888

Original

Client: Majority Pac/ Issue	Submission Cost: 124390	Campaign Ref: E:120823009
Buyer: ...	Client/Product/Estimate: 94 /100 /1661	Sales Rep: HRP Washington, DC
Schedule Dates: 08/20/12 to 09/02/12	Weeks: 2	Order Ref: 06293831
Est./PO Number: 06293831	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	08/20	08/27	Total	Cost
41	M-F 530p News MTWTF..	04	850	30 Comme	Nbr of Spots	5	5	4250
42	M-F 6p News MTWTF..	02	2000	30 Comme	Nbr of Spots	5	5	10000
43	M-F 6a News MTWTF..	03	850	30 Comme	Nbr of Spots	3	3	2550
44	M-F 630p ET / 530p CT NBC Nightly News MTWTF..	02	3500	30 Comme	Nbr of Spots	2	2	7000
45	M-F 7p News MTWTF..	01	2000	30 Comme	Nbr of Spots	5	5	10000
46	M-F 7a Today Show MTWTF..	02	1400	30 Comme	Nbr of Spots	3	3	4200
47	M-F 9a Today Show II MTWTF..	03	650	30 Comme	Nbr of Spots	5	5	3250
48	M-Su 11p News MTWTF..	02	1800	30 Comme	Nbr of Spots	1	1	1800
49	Sat 7p Entertainment TonightS.	02	1000	30 Comme	Nbr of Spots	1	1	1000
50	M-F 530a News MTWTF..	01	500	30 Comme	Nbr of Spots	1	1	500
51	Sun 10a Meet The PressS	01	2800	30 Comme	Nbr of Spots	1	1	2800
Weekly Totals: Total Spots(Ord Spots)					34	81	115	

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Original

Client:	Majority Pac/ Issue	Submission Cost:	124390	Campaign Ref:	E:120823009
Buyer:		Client/Product/Estimate:	94 /100 /1661	Sales Rep:	HRP Washington, DC
Schedule Dates:	08/20/12 to 09/02/12	Weeks:	2	Order Ref:	06293831
Est./PO Number:	06293831	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	08/20	08/27	Total	Cost
52	M-F 6a News MTWTF..	02	1000	30 Comme		1	1	1000
Weekly Totals: Total Spots(Ord Spots)					34	81	115	

Grand Totals				Grand Totals			
		Month 8 Weeks: 4		Month 9 Weeks: 5			
		08/20		08/27			
Spots	115		34		81		
Cost	124390		30290		94100		

Grand Totals:

Spots:	115
Gross Total:	124,390.00
Commission:	18,658.50
Net Total:	105,731.50

REP HEADLINE# 6293831
*** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP
AUG22/12 15.39
*** WFLA-TV ***

ADV # ADV. NAME ISS/SENATE MAJORITY PAC REP. # OFF. # SALESMAN #
AGY # AGY. NAME WATERFRONT STRATEGIES BUYER NAME KATIE KEULEMAN

3050 K ST NW,
WASHINGTON, DC 20007
SALES PRSN WA- MEGHAN MCGARR (H)

ORDER # CONTRACT # 6293831 CLASS: NATL. LOCAL REGIONAL

PRDCT SENATE MAJORITY PAC EST#1661 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES AUG23/12 AUG31/12 WK-2

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE AUG22/12 15.39

REP: NEW ORDER
TTL \$124,390 @114X
PLEASE CONFIRM
THANKS SHOSHANA FOR MEGHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
SENATE MAJORITY PAC

44: 43800

LINE#:REP :CD : TIME PERIOD : LGTH : SEC : RATE : START : END :SPTS: WEEK : DAYS :TOTL:
:LINE#: : : : : : : : DATE : DATE : /WK: INVT : :SPTS:

AGENCY ADVERTISER CODE = 94
AGENCY PRODUCT CODE = 100
AGENCY EST# = 1661

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
1			100P-200P	30		\$425.00	8/23	8/24	2		TH-F	2
PROGRAM : DAYS OF OUR LIVES CON COM1: DAYS OF OUR LIVES												
2			1000A-1030A	30		\$300.00	8/23	8/24	2		TH-F	2
PROGRAM : NEWS 10A CON COM1: NEWS 10A												
3			1135P-1237A	30		\$800.00	8/23	8/24	2		TH-F	2
PROGRAM : THE TONIGHT SHOW CON COM1: THE TONIGHT SHOW												

REP HEADLINE# 6293831
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!
 ORDER WORKSHEET HARRIS REPORT FROM REP

AUG22/12 15.39
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
4			1100A-1200N	30		\$225.00	8/23	8/24	1		TH-F	1
PROGRAM : DAYTIME												
CON COM1: DAYTIME												
5			1237A-136A	30		\$350.00	8/23	8/24	1		TH-F	2
PROGRAM : LT NITE W/JIMMY FALLON												
CON COM1: LT NITE W/JIMMY FALLON												
6			1200N-100P	30		\$275.00	8/23	8/24	1		TH-F	2
PROGRAM : TODAY SHOW 3												
CON COM1: TODAY SHOW 3												
7			200P-300P	30		\$250.00	8/23	8/24	1		TH-F	2
PROGRAM : RACHAEL RAY												
CON COM1: RACHAEL RAY												
8			300P-400P	30		\$425.00	8/23	8/24	1		TH-F	2
PROGRAM : DOCTORS												
CON COM1: DOCTORS												
9			400P-500P	30		\$650.00	8/23	8/24	2		TH-F	2
PROGRAM : DR. OZ												
CON COM1: DR. OZ												
10			430A-459A	30		\$65.00	8/23	8/24	2		TH-F	2
PROGRAM : NC 8 TODAY AT 430A												
CON COM1: NC 8 TODAY AT 430A												
11			500A-530A	30		\$300.00	8/23	8/24	1		TH-F	2
PROGRAM : NEWSCHANNEL 8 TODAY												
CON COM1: NEWSCHANNEL 8 TODAY												
12			500P-530P	30		\$850.00	8/23	8/24	1		TH-F	2
PROGRAM : NEWS CHANNEL 8 5P												
CON COM1: NEWS CHANNEL 8 5P												

② MA
 SUN IX

REP HEADLINE# 6293831
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!
 ORDER WORKSHEET HARRIS REPORT FROM REP

AUG22/12 15.39
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
13			530A-600A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	30		\$500.00	8/23	8/24	2		TH-F	2
14			530P-600P PROGRAM : NEWS CHANNEL 8 530P CON COM1: NEWS CHANNEL 8 530P	30		\$850.00	8/23	8/24	2		TH-F	2
15			600P-630P PROGRAM : NEWS CHANNEL 8 CON COM1: NEWS CHANNEL 8	30		\$2,000.00	8/23	8/24	2		TH-F	2
16			600A-700A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	30		\$850.00	8/23	8/24	2		TH-F	2
17			630P-700P PROGRAM : NBC NIGHTLY CON COM1: NBC NIGHTLY	30		\$3,500.00	8/23	8/24	1		TH-F	1
18			700P-730P PROGRAM : NEWS 7P CON COM1: NEWS 7P	30		\$2,000.00	8/23	8/24	2		TH-F	2
19			700A-900A PROGRAM : TODAY SHOW CON COM1: TODAY SHOW	30		\$1,400.00	8/23	8/24	2		TH-F	2
20			900A-1000A PROGRAM : TODAY SHOW 2 CON COM1: TODAY SHOW 2	30		\$650.00	8/23	8/24	2		TH-F	2
21			600P-630P PROGRAM : WFLA NEWS CON COM1: WFLA NEWS	30		\$800.00	8/25	8/25	1		SAT	1

AUG22/12 15.39
***** WFLA-TV *****

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
22			900A-1000A PROGRAM : NEWSCHANNEL 8 SATURDAY CON COM1: NEWSCHANNEL 8 SATURDAY	30		\$475.00	8/25	8/25	1		SAT	1
23			1200N-100P PROGRAM : SUN NEWS CON COM1: SUN NEWS	30		\$200.00	8/26	8/26	1		SUN	1
24			800A-900A PROGRAM : SUNDAY TODAY CON COM1: SUNDAY TODAY	30		\$700.00	8/26	8/26	1		SUN	1
25			900A-1000A PROGRAM : NEWSCHANNEL 8 SUNDAY CON COM1: NEWSCHANNEL 8 SUNDAY	30		\$475.00	8/26	8/26	1		SUN	1
26			1100P-1135P PROGRAM : NEWS CHANNEL 8 @ 11PM CON COM1: NEWS CHANNEL 8 @ 11PM	30		\$1,800.00	8/23	8/26	2		TH-SU	2
27			1000P-1100P PROGRAM : ROCK CENTER CON COM1: ROCK CENTER	30		\$3,800.00	8/30	8/30	1	MA	THU	1
28			800P-1000P PROGRAM : AMERICA'S GOT TALENT CON COM1: AMERICA'S GOT TALENT	30		15000.00	8/28	8/28	1		TUE	1
29			900P-1000P PROGRAM : AMERICA'S GOT TALENT CON COM1: AMERICA'S GOT TALENT	30		15000.00	8/29	8/29	1		WED	1
30			100P-200P PROGRAM : DAYS OF OUR LIVES CON COM1: DAYS OF OUR LIVES	30		\$425.00	8/27	8/31	4		M-F	3

REP HEADLINE# 6293831
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!
 ORDER WORKSHEET HARRIS REPORT FROM REP
 AUG22/12 15.39
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
31			1000A-1030A PROGRAM : NEWS 10A CON COM1: NEWS 10A	30		\$300.00	8/27	8/31	24		M-F	3
32			1135P-1237A PROGRAM : THE TONIGHT SHOW CON COM1: THE TONIGHT SHOW	30		\$800.00	8/27	8/31	24		M-F	3
33			1100A-1200N PROGRAM : DAYTIME CON COM1: DAYTIME	30		\$225.00	8/27	8/31	2		M-F	2
34			1237A-136A PROGRAM : LT NITE W/JIMMY FALLON CON COM1: LT NITE W/JIMMY FALLON	30		\$350.00	8/27	8/31	24		M-F	3
35			1200N-100P PROGRAM : TODAY SHOW 3 CON COM1: TODAY SHOW 3	30		\$275.00	8/27	8/31	25		M-F	4
36			200P-300P PROGRAM : RACHAEL RAY CON COM1: RACHAEL RAY	30		\$250.00	8/27	8/31	24		M-F	4
37			300P-400P PROGRAM : DOCTORS CON COM1: DOCTORS	30		\$425.00	8/27	8/31	4		M-F	4
38			400P-500P PROGRAM : DR. OZ CON COM1: DR. OZ	30		\$650.00	8/27	8/31	4		M-F	4
39			430A-459A PROGRAM : NC 8 TODAY AT 430A CON COM1: NC 8 TODAY AT 430A	30		\$65.00	8/27	8/31	25		M-F	4

REP HEADLINE# 6293831
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!
 ORDER WORKSHEET HARRIS REPORT FROM REP

AUG22/12 15.39
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
40			500A-530A	30		\$300.00	8/27	8/31	24		M-F	3
			PROGRAM : NEWSCHANNEL 8 TODAY									
			CON COM1: NEWSCHANNEL 8 TODAY									
41			500P-530P	30		\$850.00	8/27	8/31	24		M-F	3
			PROGRAM : NEWS CHANNEL 8 5P									
			CON COM1: NEWS CHANNEL 8 5P									
42			530P-600P	30		\$850.00	8/27	8/31	25		M-F	4
			PROGRAM : NEWS CHANNEL 8 530P									
			CON COM1: NEWS CHANNEL 8 530P									
43			600P-630P	30		\$2,000.00	8/27	8/31	25		M-F	4
			PROGRAM : NEWS CHANNEL 8									
			CON COM1: NEWS CHANNEL 8									
44			600A-700A	30		\$850.00	8/27	8/31	3		M-F	3
			PROGRAM : NEWSCHANNEL 8 TODAY									
			CON COM1: NEWSCHANNEL 8 TODAY									
45			630P-700P	30		\$3,500.00	8/27	8/31	2		M-F	2
			PROGRAM : NBC NIGHTLY									
			CON COM1: NBC NIGHTLY									
46			700P-730P	30		\$2,000.00	8/27	8/31	25		M-F	4
			PROGRAM : NEWS 7P									
			CON COM1: NEWS 7P									
47			700A-900A	30		\$1,400.00	8/27	8/31	3		M-F	3
			PROGRAM : TODAY SHOW									
			CON COM1: TODAY SHOW									
48			900A-1000A	30		\$650.00	8/27	8/31	25		M-F	4
			PROGRAM : TODAY SHOW 2									
			CON COM1: TODAY SHOW 2									

M-F W70 8/27
 530A 1X @ \$500

REP HEADLINE# 6293831
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP

AUG22/12 15.39
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
49			1100P-1135P	30		\$1,800.00	8/27	8/31	1		M-F	1
PROGRAM : NEWS CHANNEL 8 @ 11PM												
CON COM1: NEWS CHANNEL 8 @ 11PM												
50			700P-800P	30		\$1,000.00	8/25	8/25	1		SAT	1
PROGRAM : ET												
CON COM1: ET												
AUG/12			36855.00	SEP/12		87535.00						
CONTRACT TOTAL												124390.00
TOTAL SPOTS												114

MARKET TOTALS \$607,640 WFLA 20% WFTS 18% WTSP 27% WTVT 29% WTOG 1% WTTA 1% WMOR 0%
 WMOX 0% WXPX 0% WWSB 4% CABL 0%

SHARES ACCURATE

SVC- NSI BOOKS- AUG/PJ
 DEMOS- RA35+*

Waterfront Strategies
1010 Wisconsin Ave, NW
Suite 800
Washington DC 20007

Majority Pac/ Issue
Submission Number 749 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Majority Pac/ Issue	Submission Cost: 120590	Campaign Ref: E:120823009
Buyer: ..	Client/Product/Estimate: 94 /100 /1661	Sales Rep: HRP Washington, DC
Schedule Dates: 08/20/12 to 09/02/12	Weeks: 2	Order Ref: 06293831
Est./PO Number: 06293831	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Product: Senate Majority Pac/ Issue	Booking Group: WFLA	Key Market: Tampa-St. Petersburg, FL
Demographic: (L) Household	Order:	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	Nbr of Spots	08/20	08/27	Total	Cost
1	M-F 1p Days Of Our Lives ...F..	03	425	30 Comme	Nbr of Spots	1		1	425
2	M-F 10a News ...F..	01	300	30 Comme	Nbr of Spots	1		1	300
3	M-F 1135p ET / 1035p CT Tonight Show ...F..	03	800	30 Comme	Nbr of Spots	1		1	800
4	M-F 11a Daytime ...F..	02	225	30 Comme	Nbr of Spots	1		1	225
5	M-F 1237a ET / 1137p CT Late Night ...F..	02	350	30 Comme	Nbr of Spots	1		1	350
6	M-F 12p Today Show III ...F..	02	275	30 Comme	Nbr of Spots	1		1	275
7	M-F 2p Rachael Ray ...F..	03	250	30 Comme	Nbr of Spots	2		2	500
8	M-F 3p Doctors ...F..	04	425	30 Comme	Nbr of Spots	2		2	850
9	M-F 4p Dr Oz ...F..	03	650	30 Comme	Nbr of Spots	2		2	1300
Weekly Totals: Total Spots(Ord Spots)						33	80	113	

Waterfront Strategies
 1010 Wisconsin Ave, NW
 Suite 800
 Washington DC 20007

Majority Pac/ Issue
 Submission Number 749 Issue 1



WFLA-TV
 P.O. Box 1410
 Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Majority Pac/ Issue	Submission Cost: 120590	Campaign Ref: E:120823009
Buyer: ..	Client/Product/Estimate: 94 /100 /1661	Sales Rep: HRP Washington, DC
Schedule Dates: 08/20/12 to 09/02/12	Weeks: 2	Order Ref: 06293831
Est./PO Number: 06293831	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	08/20	08/27	Total	Cost
10	M-F 5a News ...F..	01	300	30 Comme	Nbr of Spots	1	1	300
11	M-F 5p News ...F..	04	850	30 Comme	Nbr of Spots	1	1	850
12	M-F 530a News ...F..	01	500	30 Comme	Nbr of Spots	1	1	500
13	M-F 530p News ...F..	04	850	30 Comme	Nbr of Spots	1	1	850
14	M-F 6p News ...F..	02	2000	30 Comme	Nbr of Spots	1	1	2000
15	M-F 6a News ...F..	03	850	30 Comme	Nbr of Spots	2	2	1700
16	M-F 630p ET / 530p CT NBC Nightly News ...F..	02	3500	30 Comme	Nbr of Spots	1	1	3500
17	M-F 7p News ...F..	01	2000	30 Comme	Nbr of Spots	1	1	2000
18	M-F 7a Today Show ...F..	02	1400	30 Comme	Nbr of Spots	2	2	2800
19	M-F 9a Today Show II ...F..	03	650	30 Comme	Nbr of Spots	1	1	650
Weekly Totals: Total Spots(Ord Spots)					33	80	113	

Waterfront Strategies
1010 Wisconsin Ave, NW
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Washington DC 20007

Majority Pac/ Issue
Submission Number 749 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Majority Pac/ Issue	Submission Cost: 120590	Campaign Ref: E:120823009
Buyer: ..	Client/Product/Estimate: 94 /100 /1661	Sales Rep: HRP Washington, DC
Schedule Dates: 08/20/12 to 09/02/12	Weeks: 2	Order Ref: 06293831
Est./PO Number: 06293831	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	08/20	08/27	Total	Cost
20	Sat 6p NewsS.	03	800	30 Comme	Nbr of Spots	1	1	800
21	Sat 9a NewsS.	02	475	30 Comme	Nbr of Spots	1	1	475
22	Sun 12p NewsS	02	200	30 Comme	Nbr of Spots	1	1	200
23	Sun 8a Today ShowS	02	700	30 Comme	Nbr of Spots	1	1	700
24	Sun 9a NewsS	02	475	30 Comme	Nbr of Spots	1	1	475
25	M-Su 11p NewsFSS	02	1800	30 Comme	Nbr of Spots	2	2	3600
26	Tue 8-10p ET / 7p CT Americas Got Talent T.....	01	15000	30 Comme	Nbr of Spots	1	1	15000
27	Wed 9p ET / 8p CT Americas Got Talent ..W....	02	15000	30 Comme	Nbr of Spots	1	1	15000
28	M-F 1p Days Of Our Lives MTWTF..	03	425	30 Comme	Nbr of Spots	4	4	1700
29	M-F 10a News MTWTF..	01	300	30 Comme	Nbr of Spots	4	4	1200
	M-F 1135p ET / 1035p CT Tonight							
Weekly Totals: Total Spots(Ord Spots)					33	80	113	

Waterfront Strategies
1010 Wisconsin Ave, NW
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Washington DC 20007

Majority Pac/ Issue
Submission Number 749 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Majority Pac/ Issue	Submission Cost:	120590	Campaign Ref:	E:120823009
Buyer:	..	Client/Product/Estimate:	94 /100 /1661	Sales Rep:	HRP Washington, DC
Schedule Dates:	08/20/12 to 09/02/12	Weeks:	2	Order Ref:	06293831
Est./PO Number:	06293831	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	08/20	08/27	Total	Cost
30	Show MTWTF..	03	800	30 Comme	Nbr of Spots	4	4	3200
31	M-F 11a Daytime MTWTF..	02	225	30 Comme	Nbr of Spots	2	2	450
32	M-F 1237a ET / 1137p CT Late Night MTWTF..	02	350	30 Comme	Nbr of Spots	4	4	1400
33	M-F 12p Today Show III MTWTF..	02	275	30 Comme	Nbr of Spots	5	5	1375
34	M-F 2p Rachael Ray MTWTF..	03	250	30 Comme	Nbr of Spots	4	4	1000
35	M-F 3p Doctors MTWTF..	04	425	30 Comme	Nbr of Spots	4	4	1700
36	M-F 4p Dr Oz MTWTF..	03	650	30 Comme	Nbr of Spots	4	4	2600
37	M-Th, Su 430a NewsS	02	65	30 Comme	Nbr of Spots	1	1	65
38	M-Th, Su 430a News MTWTF..	02	65	30 Comme	Nbr of Spots	5	5	325
39	M-F 5a News MTWTF..	01	300	30 Comme	Nbr of Spots	4	4	1200
40	M-F 5p News MTWTF..	04	850	30 Comme	Nbr of Spots	4	4	3400
Weekly Totals: Total Spots(Ord Spots)					33	80	113	

Waterfront Strategies
1010 Wisconsin Ave, NW
Suite 800
Washington DC 20007

Majority Pac/ Issue
Submission Number 749 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Majority Pac/ Issue	Submission Cost:	120590	Campaign Ref:	E:120823009
Buyer:	...	Client/Product/Estimate:	94 /100 /1661	Sales Rep:	HRP Washington, DC
Schedule Dates:	08/20/12 to 09/02/12	Weeks:	2	Order Ref:	06293831
Est./PO Number:	06293831	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	08/20	08/27	Total	Cost
41	M-F 530p News MTWTF..	04	850	30 Comme	Nbr of Spots	5	5	4250
42	M-F 6p News MTWTF..	02	2000	30 Comme	Nbr of Spots	5	5	10000
43	M-F 6a News MTWTF..	03	850	30 Comme	Nbr of Spots	3	3	2550
44	M-F 630p ET / 530p CT NBC Nightly News MTWTF..	02	3500	30 Comme	Nbr of Spots	2	2	7000
45	M-F 7p News MTWTF..	01	2000	30 Comme	Nbr of Spots	5	5	10000
46	M-F 7a Today Show MTWTF..	02	1400	30 Comme	Nbr of Spots	3	3	4200
47	M-F 9a Today Show II MTWTF..	03	650	30 Comme	Nbr of Spots	5	5	3250
48	M-Su 11p News MTWTF..	02	1800	30 Comme	Nbr of Spots	1	1	1800
49	Sat 7p Entertainment TonightS.	02	1000	30 Comme	Nbr of Spots	1	1	1000
50	M-F 530a News MTWTF..	01	500	30 Comme	Nbr of Spots	1	1	500
Weekly Totals: Total Spots(Ord Spots)					33	80	113	

Grand Totals

		Month 8 Weeks: 4		Month 9 Weeks: 5	
		08/20		08/27	
Spots	Totals	113	33	80	
Cost		120590	27490	93100	

Grand Totals:

Spots:	113
Gross Total:	120,590.00
Commission:	18,088.50
Net Total:	102,501.50

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date:
------------------------------	--------------

I, Mike Furman
do hereby request station time concerning the following issue:

Majority PAC

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	As	ordered			

Total Charges:

This broadcast time will be used by: Majority PAC

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☒ Yes
 ☐ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Majority PAC

700 13th Street NW

Washington, DC 20005

202-338-6060

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation;
 ☐ a committee;
 ☐ an association;
 ☒ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

Rebecca Lamb

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

4/4/12

Date

[Signature]

Signature

202-338-8760

Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted
 ☐ Accepted in Part
 ☐ Rejected

Signature

Printed Name

Title

AGREED UPON SCHEDULE

For All Issue Advertisements That Communicate a Message Relating to Any
Political Matter of National Importance

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
As ordered					

Total Charges:

AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual times the spots air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired.